

Abstract

- Title:** Measuring of customer satisfaction with services of Sports Centre Evropska, s.r.o.
- Objectives:** The main aim of this bachelor thesis is to measure a level of customer satisfaction with services provided by the selected sports centre – Sports Centre Evropska, s.r.o. It is thus necessary to analyse customers' opinions, detect possible shortcomings in the service of stated sports centre and subsequently to propose steps, which could help to achieve higher levels of service quality, thereby increasing customer satisfaction.
- Methods:** A quantitative research, specifically a written questionnaire SERVQUAL, which was personally handed out to customers of the sports centre, was used to obtain information from respondents. This questionnaire examines and compares expected quality of the provided service, i.e. the quality that is expected by customers in an ideal fitness centre, with the real level of perceived service quality provided by the Sports Centre Evropska, s.r.o.
- Results:** This survey of satisfaction among customers with the service provided by the Sports Centre Evropska, s.r.o. has shown a fair level of clients satisfaction. Especially this research has revealed a certain areas for improvements. It is necessary to improve some services for achievement of the best service level. This thesis thus offers recommendations that could be used to increase the level of service quality provided by the examined sports centre.
- Keywords:** fitness centre, sports services, customer satisfaction, quality of services, SERVQUAL questionnaire